

Salesforce Marketing-Cloud-Administrator Sample Exam | Marketing-Cloud-Administrator Valid Exam Sims



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All contents are being explicit to make you have explicit understanding of this exam. Some people slide over ticklish question habitually, but the experts help you get clear about them and no more hiding anymore. Their contribution is praised for their purview is unlimited. None cryptic contents in Marketing-Cloud-Administrator practice materials you may encounter.

Salesforce Marketing-Cloud-Administrator Exam is a certification designed for professionals who want to demonstrate their expertise in managing and administering the Salesforce Marketing Cloud platform. Salesforce Marketing Cloud is a cloud-based platform that enables businesses to manage their marketing activities, including email marketing, social media marketing, mobile messaging, and advertising campaigns. Salesforce Certified Marketing Cloud Administrator Exam certification exam is intended for professionals who want to demonstrate their knowledge and skills in managing and optimizing the Salesforce Marketing Cloud platform.

Salesforce Certified Marketing Cloud Administrator Exam Sample Questions (Q96-Q101):

NEW QUESTION # 96

Northern Trail Outfitters (NTO) has expanded its marketing efforts globally and wants to implement a dedicated Sender Authentication Package. They plan to share it across each of their Marketing Cloud accounts Which two considerations would help NTO determine if a Dedicated IP is the right choice?

Choose 2 answers

- A. Pre-warmed IP address can be purchased from Salesforce
- B. Length of time needed to pause sending is greater than one month
- **C. Send volume is large enough to maintain a positive or neutral reputation**
- **D. All of NTO's accounts should be on the same stack**

Answer: C,D

Explanation:

Explanation

To determine if a Dedicated IP is the right choice for NTO, the admin should consider the following:

* All of NTO's accounts should be on the same stack¹. A stack is a group of servers that host Marketing Cloud accounts. A Dedicated IP can only be shared across accounts that are on the same stack¹.

* Send volume is large enough to maintain a positive or neutral reputation². A Dedicated IP requires a consistent and high volume of email sends to establish and maintain a good sender reputation with

* ISPs². If the send volume is too low or irregular, the reputation of the IP may suffer and affect the deliverability of NTO's emails².

The other options are incorrect because:

* Length of time needed to pause sending is greater than one month. This is not a consideration for choosing a Dedicated IP, but rather a consequence of having one. If NTO pauses sending for more than a month, their Dedicated IP may lose its reputation and need to be re-warmed before resuming sending².

* Pre-warmed IP address can be purchased from Salesforce. This is not a consideration for choosing a Dedicated IP, but rather an option for acquiring one. A pre-warmed IP address is one that has already been used by another sender and has an established reputation. NTO can purchase a pre-warmed IP address from Salesforce if they want to avoid the warming process for a new IP address

NEW QUESTION # 97

What are two possible outcomes when "Send as Multipart MIME" is selected during the send process? Choose

2 answers

- **A. Open and click activity are tracked in either version.**
- B. A custom text version will be sent with your HTML email.
- **C. An auto-generated text version will be sent with your HTML email.**
- D. The email will avoid detection by various SPAM filters.

Answer: A,C

NEW QUESTION # 98

A Marketing Cloud admin is setting up Northern Trail Outfitter's newest business units and several users to assign to the new business units.

How would the admin assign users to the business units?

- A. Search for the individual user, select their name, and click Manage Business Units.
- B. Give permissions to users at top-level account to assign their own business units.
- C. Re-import the users to update their assigned business units
- **D. Search for the individual user, select their name and click Edit Business Units.**

Answer: D

Explanation:

To assign users to specific business units in Salesforce Marketing Cloud, an admin can manage this directly through the user configuration settings:

Search for the individual user: Navigate to the Users section in Setup.

Select their name and click Edit Business Units: This action allows the admin to manage the business units that the user has access to, enabling or disabling access as required for the new or existing business units.

Reference: Salesforce Marketing Cloud User Management

NEW QUESTION # 99

Northern Trail Outfitters wants to segment audiences based on Sales Cloud data.

Where would their Marketing Cloud admin configure Sales Cloud Objects to be synced and leveraged in Marketing Co.

- A. Setup > Data Management > Synchronized Data Extensions
- B. Setup > Apps > Salesforce Integration
- C. Contact Builder > Data Extensions > Synchronized Data Extensions
- **D. Contact Builder > Data Sources**

Answer: D

NEW QUESTION # 100

The Northern Trail Outfitters (NTO) marketing team is launching a new email campaign. NTO's Email Specialist wants to perform quality assurance checks on the email prior to send and has asked about using the Validate functionality for this effort.

Which three items will Validate check in an email message?

Choose 3 answers

- A. Grammar and spelling in the email text is correct.
- B. Words or phrases used may trigger spam filters.
- **C. Each content area specified in a dynamic content rule exists.**
- **D. Personalization strings map to attributes or data extension fields**
- **E. Correct syntax is used on any AMPScript in the email's code.**

Answer: C,D,E

NEW QUESTION # 101

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